

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2018/2019

BMK 3074 – GLOBAL MARKETING

(All sections / Groups)

04 MARCH 2019

2:30 p.m. – 4:30 p.m.

(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of 2 pages (including the cover page) with 4 questions only.
2. Answer **ALL FOUR** (4) questions. All questions carry equal marks and the distribution of the marks for each question is given.
3. Please write all your answers in the Answer Booklet provided.

QUESTION 1

Demographic changes can create opportunities for marketing innovation. Justify this statement using examples.

(25 marks)

QUESTION 2

Why are packaging aesthetics an important consideration in global product marketing?

(25 marks)

QUESTION 3

A global company that has the ability to successfully transform a domestic campaign into a worldwide one or to create a new global campaign from the ground up possesses a critical marketing advantage. Explain this statement in light of the global advertising provide appropriate examples.

(25 marks)

QUESTION 4

What are some of the issues that need to be addressed when setting up for global e-commerce?

(25 marks)

End of Page

